

# COURSE OUTLINE



## BRMP Business Relationship Management Professional (Exam Included)

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
3 Day(s)	Foundation	Business Relationship Management	In Class/ Virtual	N/A

### Course Overview

This Business Relationship Management Professional® (BRMP®) is designed to equip those interested in business relationship management with the fundamental knowledge they need to achieve their desired results. It is intended to support business relationship management learning and development goals, as well as prepare for the BRMP® certification exam.

### Prerequisite

- None, although a familiarity with IT service delivery will be beneficial.

### Audience

This certification is aimed at Business Management, Provider Management, those with a Business Relationship Management role or position and Consultants looking to gain an insight into Business Relationship Management and looking to certification as a Business Relationship Manager.

### Course Outcomes

Holders of the BRM Institute Business Relationship Management Professional (BRMP®) credentials will be able to demonstrate and practice the concept of “business relationship management”.

Ensure the business benefits from the improving of the relationships, and when the relationships and the network thrive the organization thrives as well.

## Topics

### Module 1. Introduction

- Why BRM - Why Now?
- The Relationship-Centered Organization System Culture
- Business Relationship Management Defined

### Module 2. BRM Capability

- A Framework to the Business Relationship Management Capability
- Organizational Purpose and Strategy
- Now-to-New Approach
- Limitless Growth and Improvement
- BRM Impact Report
- Strategic Relationship Plan

### Module 3. Evolve Culture Capability

- A Framework to Evolve Culture
- Purposeful Narrative
- Desired Behaviors
- Influential Relationships
- Personal Growth

### Module 4. Build Partnerships Capability

- A Framework to Build Partnerships
- Partnering Mindsets
- Relationship Discovery
- Relationship Nurturing
- Relationship Maturity and Quality

### Module 5. Drive Value Capability

- A Framework to Drive Value
- The Impact of Relationships in Driving Value
- Roles and Responsibilities for Enabling Value
- Communicating Value
- Value Discovery
- Value Realization
- Value Results
- Value Optimization

### Module 6. Satisfy Purpose Capability

- "Reasons for Being" Versus Existence
- A Framework to Satisfy Purpose
- Satisfying Purpose through Business Relationship Management
- Satisfying Purpose through the Triple Bottom Line
- Social Value

### Module 7. Business Relationship Manager Role

- Avoid Undesirable Roles Through Pursuit of Strategic Roles
- Business Relationship Manager Role Clarity
- Single Point of Focus
- Code of Ethics
- The Business Relationship Manager Mindset
- Business Relationship Manager Characteristics
- Business Relationship Manager's Impact on the Triple Bottom Line
- Activity Domains
- Transition Management
- Practical Application of Business Relationship Manager Role with Organizational Factors
- BRM Role Competency Model

### Module 8. Business Relationship Management Team

- Business Relationship Management Team Purpose, Mission, and Vision
- The Value of a Business Relationship Management Team
- Organizing Your Business Relationship Management Team

**Exam Information**

- 50-question multiple-choice exam.
- 40 minutes to complete the exam.
- Closed book exam.
- The pass mark for this exam is 60% (30 out of 50).

**Vendor Annotation**

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